<u>IN THE CLAIMS</u>

Cancel claims 1-20, without prejudice, and add new claims 21-40 as follows:

1. (Cancelled)

2. (Cancelled)

3. (Cancelled)

4. (Cancelled)

5. (Cancelled)

6. (Cancelled)

7. (Cancelled)

8. (Cancelled)

9. (Cancelled)

10. (Cancelled)

11. (Cancelled)

12. (Cancelled)

13. (Cancelled)

14. (Cancelled)

15. (Cancelled)

16. (Cancelled)

17. (Cancelled)

18. (Cancelled)

19. (Cancelled)

20. (Cancelled)

21.   (New) A system for the automatic collection and conditioning of closed caption text comprising:

a tuner to receive at least one broadcast source from geographically diverse broadcast sources,

a decoder operatively connected to said tuner to decode closed caption text streams in said at least one broadcast source,

a text handler operatively connected to said decoder to write said decoded closed caption text streams to one or more closed caption text files comprising text;

a server for storing said text in a database;

a previously submitted search profile originated from an inquiry client that is not currently accessing said server; and

processing means operatively connected to said server for automatically comparing said text files to said previously submitted search profile to create a search result, and means for automatically contacting said inquiry client regarding said search result.

22.   (New) The system of clam 21, wherein said processing means automatically electronically transmits said search result to said inquiry client.

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23.   (New) The system of claim 21, further comprising formatting means for formatting a printable document from said text file, said printable document having information that identifies said broadcast source and said inquiry client.

24.   (New) The system of claim 23, wherein said processing means automatically delivers said printable document to said inquiry client.

25.   (New) The system of claim 21, wherein said search results have an embedded link adapted to allow said inquiry client to directly access said text files.

26.   (New) The system of claim 21, further comprising conditioning means for conditioning said text files to impose format consistency upon said text files regardless of origin.

27.   (New) The system of claim 21, further comprising indexing means for indexing words in said text for later retrieval.

28.   (New) A method for the automatic collection and conditioning of closed caption text comprising the steps of:

(a)   receiving at least one broadcast source from geographically diverse sources;

(b)   decoding closed caption text streams in said at least one broadcast source;

(c)   writing said decoded closed caption text streams to one or more closed caption text files comprising text;

(d)   storing said text files in a database;

(e)   automatically comparing said text files to a previously submitted search profile from an inquiry client that is not currently accessing said server to provide a search result; and

(f)   automatically contacting said inquiry client regarding said search result.

29.   (New) The method of clam 28, wherein said automatically contacting said inquiry client further comprises transmitting said search result to said inquiry client.

30.   (New) The method of claim 28, wherein step (e) further comprises formatting a printable document from said text file, said printable document having information that identifies said broadcast source and said inquiry client.

31.   (New) The method of claim 13, wherein automatically contacting said inquiry client includes electronically delivering said printable document to said inquiry client.

32.   (New) The method of claim 28, wherein automatically contacting said inquiry client includes electronically delivering said search results and wherein said search results comprise an embedded link adapted to allow said inquiry client to directly access said text file.

33.   (New) The method of claim 28, a plurality of geographically diverse broadcast sources, and proving format consistency upon said text from each broadcast source regardless of origin, whereby a format consistent real-time text report is reported to the inquiring client.

34.   (New) The system of claim 28, further comprising the step of indexing words in said text files for later retrieval.

35.   (New) An automatically electronically deliverable database comprising:

search resultant text store in the database are from comprising (a) substantially real-time geographically diverse decoded closed caption texts having format consistency, and (b) non-current inquiry client search profile indicia compared to the database.

36.   (New) The database of claim 13, wherein said profile indicia comprises user-defined information selected from the group consisting of: key words, key phrases, selected stations, selected markets, when the text inquiry definition should be compared against the database of text files, limits to the search results, user name, user password, user e-mail address, limitations on user access, and combinations thereof.

37.   (New) A method for the automatic targeting of a prospective customer of information relevant to said prospective customer comprising:

(a)   providing a search profile relevant to said prospective customer;

(b)   receiving at least one broadcast source;

(c)   decoding closed caption text streams in said at least one broadcast source;

(d)   writing said decoded closed caption text streams to one or more closed caption text files comprises text;

(e)   storing said text in a database;

(f)   automatically comparing said database text to said step (a) provided search profile to create a search result; and

(g)   automatically contacting said prospective customer regarding said search result; whereby there is a real-time targeting of a prospective customer.

38.   (New) The method of claim 37, wherein step (g) further comprises electronically transmitting said search results to said prospective customer.

39.   (New) The method of claim 37, wherein said search result has an embedded link adapted to allow said prospective customer to directly access said text file.

40.   The system of claim 37, further comprising formatting means for formatting a printable document from said text file, said printable document having information that identifies said broadcast source and said prospective customer.